



INVESTOR MEETING 2013

November 21, Santa Clara, CA



Delivering PC Client Transformation

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General Manager, PC Client Group

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Summary

PC Market Segments Showing Signs of Stabilization

Studies Reaffirming End User Desire for PC Refresh

Client Segmentation Helping Mix, MSS and ASP

Investing for Another Chapter in PC Reinvention:

Amazing Form Factors, OS Choice, Value Segment,
Business Leadership & New Experiences



If it Computes, It does it BEST on Intel®



PC Reinvention: Once Again...



OS Choice



2 in 1



Business



All in One
Computing



New
Experiences

Client Operating System Choice



OS Choice Available on a Common Motherboard

Segmenting to Win

Business

NEW Haswell vPRO™
Ultrabook™ 2 in 1



Performance



NEW Haswell Y
series vPRO™
Ultrabook™ 2 in 1



Mainstream



NEW Bay Trail 2 in
1, Clamshells & All
in ones for SMB



Entry



Consumer

NEW Haswell
Ultrabook™ 2 in 1

NEW Haswell Y
series for
Mainstream 2 in 1

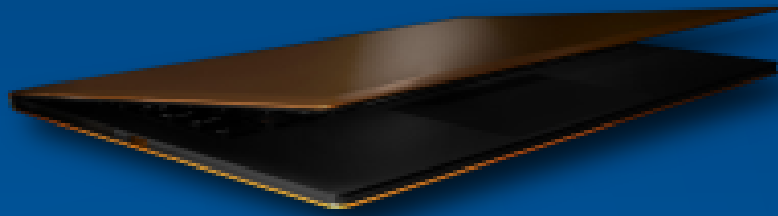
NEW Bay Trail
2 in 1, Clamshells,
All in Ones

Ultrabook™

Delivering An Amazing Mobile Experience

2011

Category
Introduction



2nd Generation
Intel® Core™ Processor

2012

Touch



3rd Generation
Intel® Core™ Processor

2013

2 in 1
Amazing Battery Life

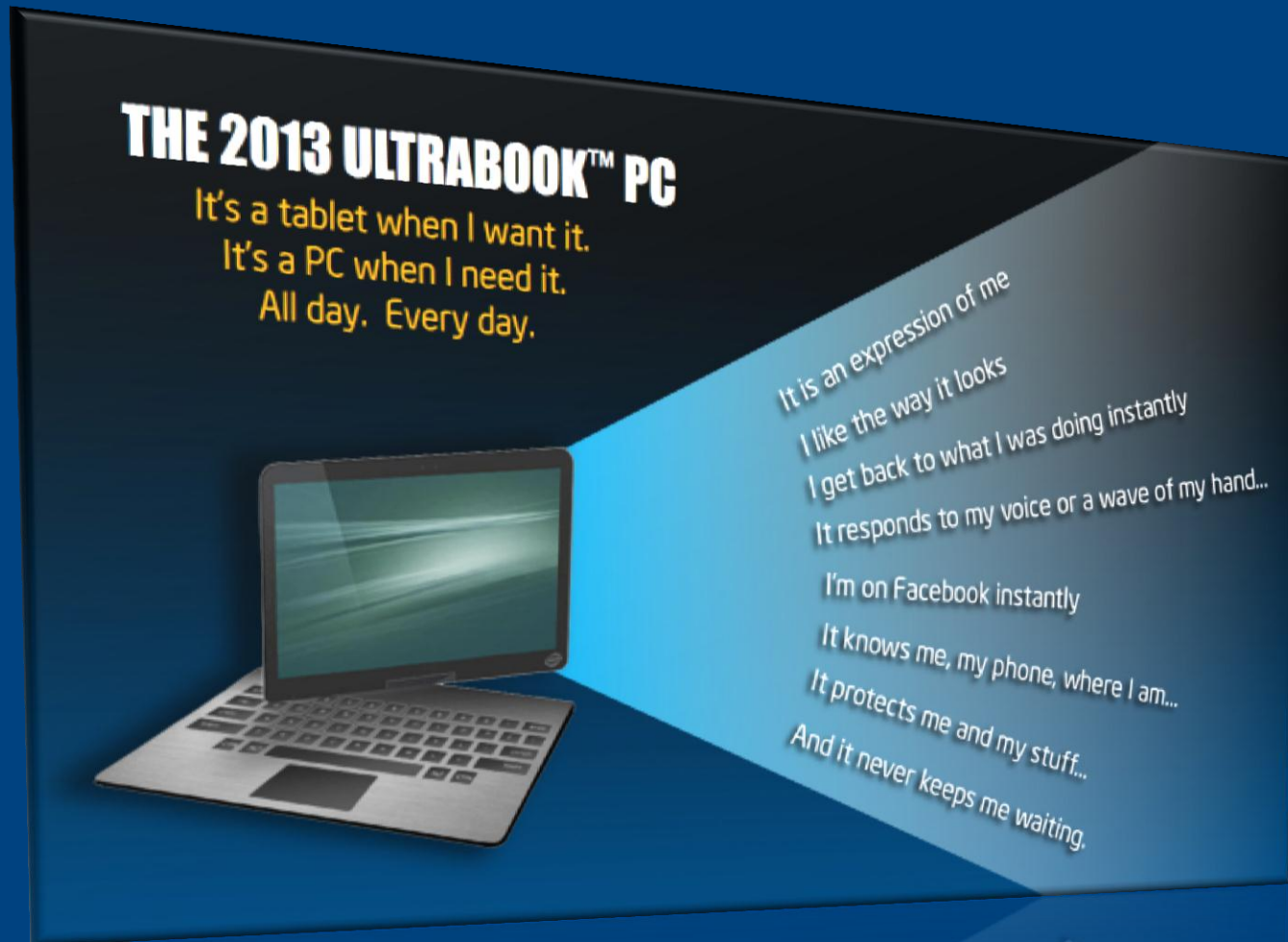


4th Generation
Intel® Core™ Processor

"Record-setting boot time. Epic battery life. Incredibly thin and light."

Wired.com, 8/27/2013

Intel® Developer Forum 2011



Original Ultrabook™ Vision

Today

Ultrabook™ 2 in 1

Intel® Validated
Intel® Core™ Performance
Latest Technology
Best Experience

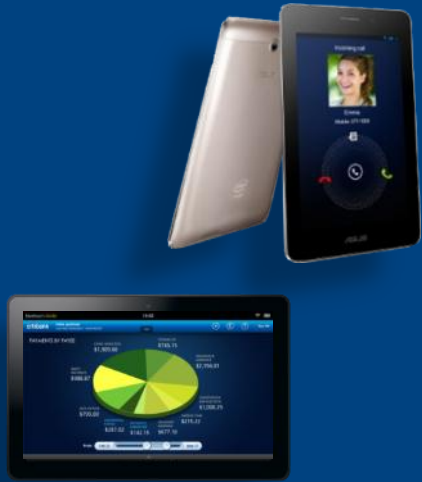


Value 2 in 1

Cost Effective
Thin & Light
Bay Trail & Intel® Core™
Performance



Tablet



Consumption



2 in 1

A New Category of Computing

*A Tablet When You Want It and a
Notebook When You Need It*

>=10" Screen Size

Full PC OS (Windows® 8)

Integrated Keyboard Design

Touch, Responsive, Amazing Battery Life

Ultrabook™ = Best 2 in 1

Other names and brands may be claimed as the property of others.

Notebook



Creation



2 in 1 Category is Resonating

30% Increase in Interest of 2 in 1 on Holiday Wish List vs. 2012
Source: IMR Holiday Wish List Study, Q4'13

48% of People Selecting 2 in 1 Would Have Chosen a 10" Tablet
Source: Intel Device User Study Total US & PRC. Base: (n=927)

81% of Consumers Value a 2 in 1 Form Factor
Source: Intel Multi Device User Study, Total US, PRC & Germany Base: (n=846)

66% of 2 in 1 Buyers Had a PC That Was 4 Years Old or Older
Source: Best Buy Buyer Study Total US (n=803)

82% of Tablet Users Plan to Refresh Their PC
Source: Intel Market Research Tablet Tracker Q4'13, IMR/MS&F CHOPS Research, Q4'13

New Consumer 2 in 1s, Convertibles, Detachables

Ultrabook™



Dell XPS 12



Lenovo Yoga 2 Pro



Sony Duo 13



Toshiba Portege



Dell XPS 11



HP Split X2



Panasonic AX3



Sony Tap 11

Value



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Broadwell and 14nm

Amazing 2 in 1 Form Factors

Fanless

Lower Power

Greater Performance

Lighter

Stunning Visuals

Holiday/Spring SKU Line Up

\$799+



Ultrabook™ 2 in 1

\$599+



2 in 1
Intel® Core™ Processor

\$349+



2 in 1
Bay Trail

\$299+



Touch Clamshell, Detachable
Bay Trail

\$199+



Clamshell
Bay Trail

Silvermont

One Amazing Architecture, Many Product Lines

Bay Trail - T



Tablets

Bay Trail - M



Entry
2 in 1

Bay Trail - M



Entry
Notebooks

Bay Trail - D



All in One
& Tower

Bay Trail - I



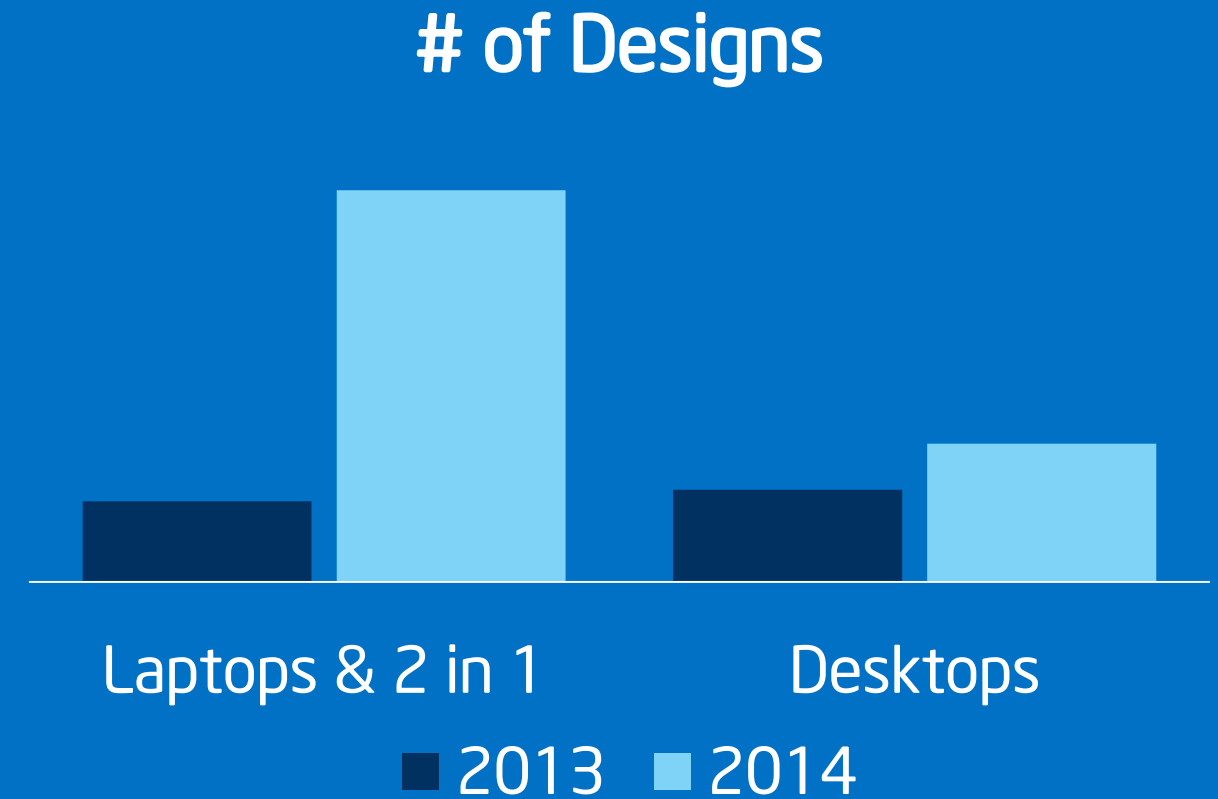
Internet of
Things

Avoton



Light Workload
Server

Winning in Entry with Silvermont Architecture



Source: Intel Design Tracker

Extending Intel® Architecture to Meet All Price Points for Power Efficient Laptops, 2 in 1's, Desktops & All in Ones

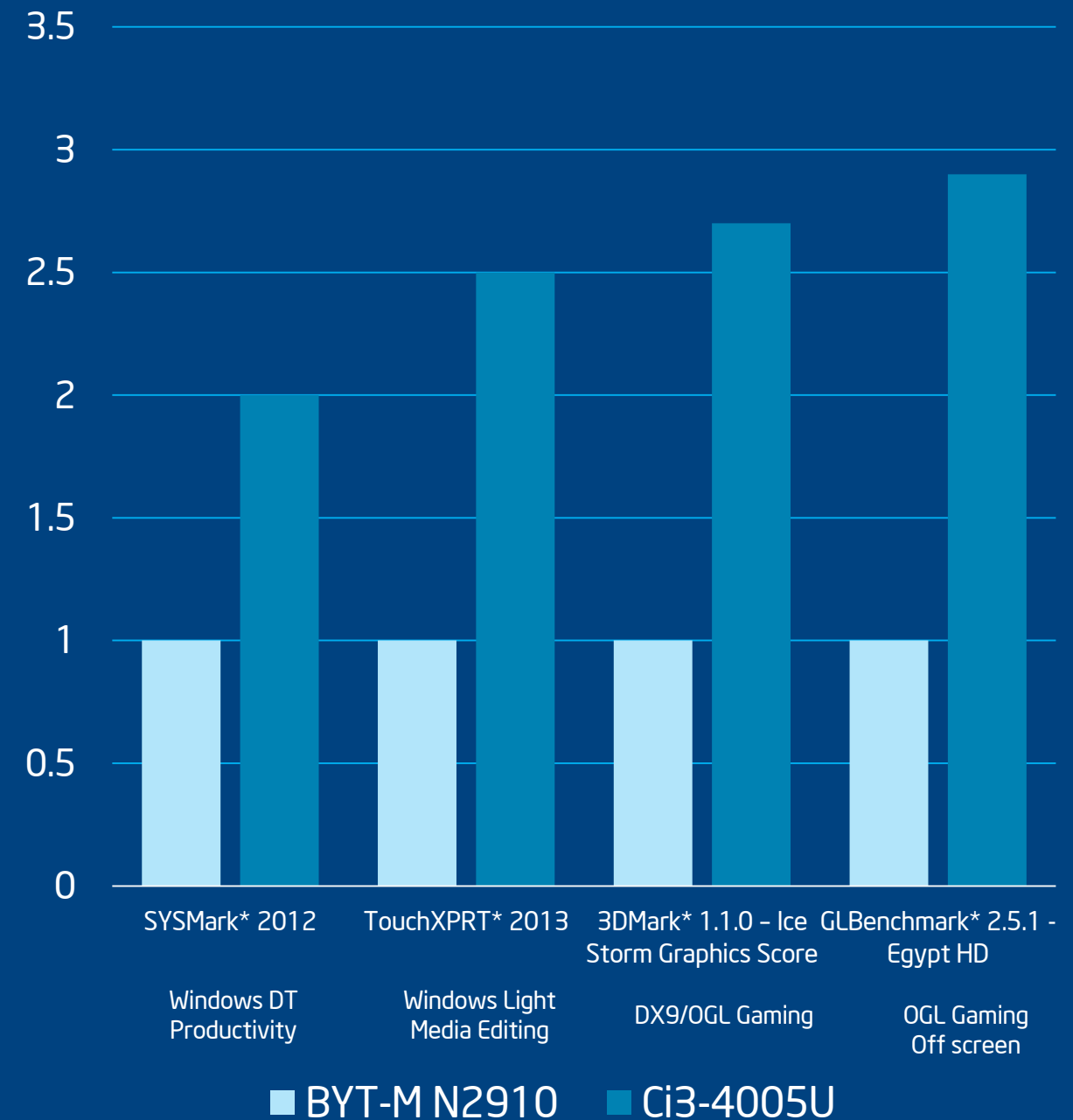


Haswell
Microarchitecture



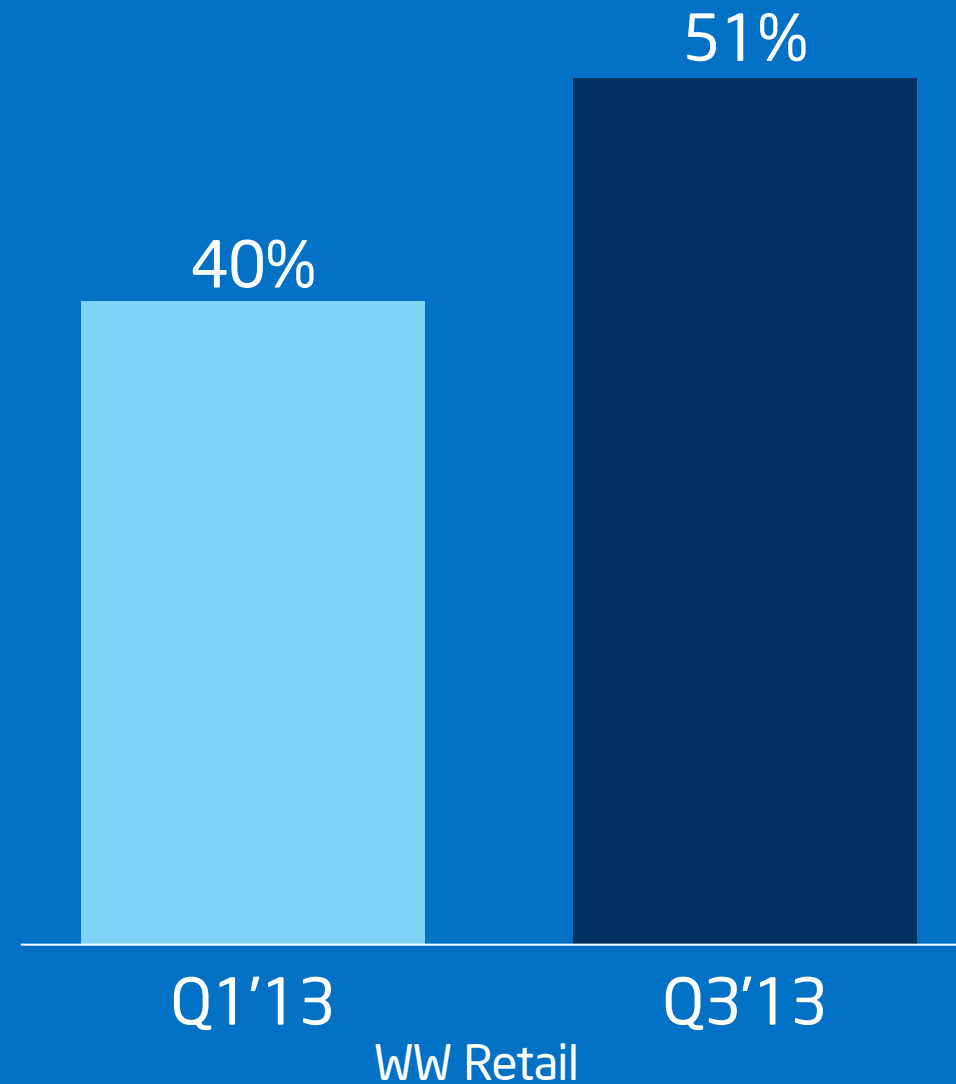
Silvermont
Microarchitecture

Intel® Core™ i3 2X Better



Software and workloads used in performance tests may have been optimized for performance only on Intel microprocessors. Performance tests, such as SYSmark* and MobileMark*, are measured using specific computer systems, components, software, operations, and functions. Any change to any of those factors may cause the results to vary. You should consult other information and performance tests to assist you in fully evaluating your contemplated purchases, including the performance of that product when combined with other products.

Growing Intel® Chromebook MSS



Source: NPD, through Aug 2013

Growing OEM Design Wins



Acer, HP, Toshiba, Asus

Other names and brands may be claimed as the property of others

"Thanks to its Haswell-powered CPU, the \$249 Acer C720 Chromebook offers better performance than its predecessor and its low-cost competition."

Business Computing Solutions: “Better Together!”

IT Requirements

Low TCO

Compliance

Ease of Integration

Compatibility

Device Security and
Manageability



Built for Business



PCs & 2 in 1s



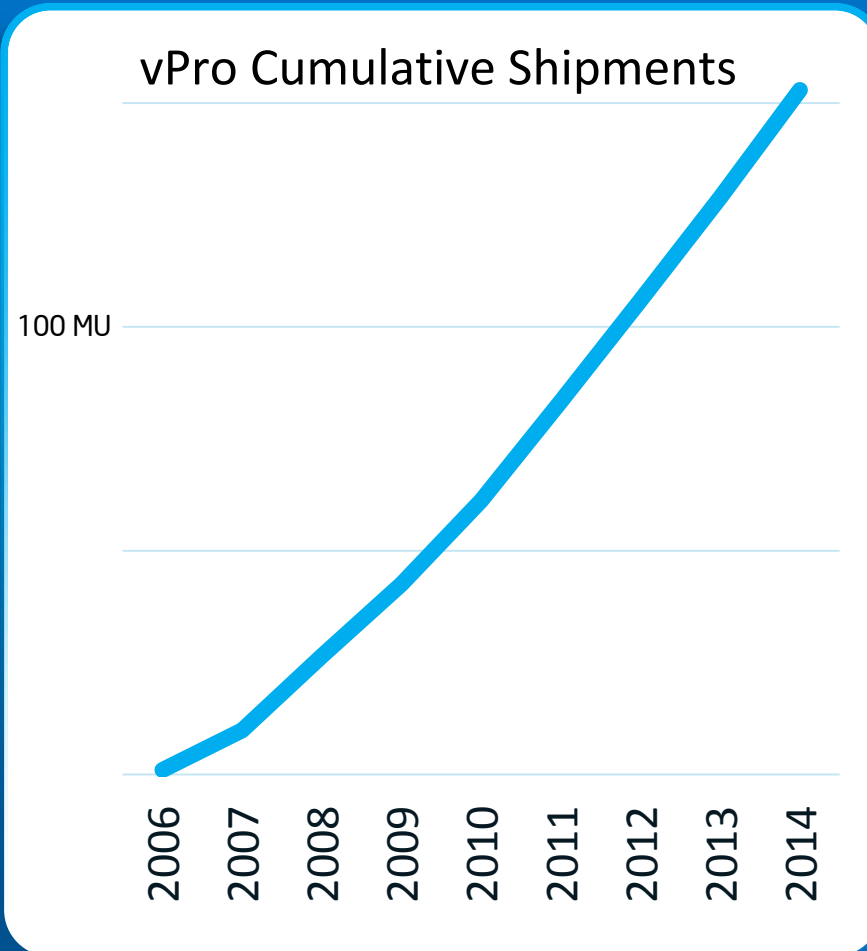
Business Ready



Business Ready Tablets

Intel® Core™ vPro™ Momentum

Continued Growth



Source: Intel

Experiences & Capabilities



Intel® SSD Pro
1500 Series



Location Based
Services



Intel® Pro WiDi
Secure Wireless Display



Password Free VPN
Intel Identity Protection with PKI

Strong Market Pull



Other names and brands may be claimed as the property of others

Business Innovation



Lenovo ThinkPad Yoga



Dell Venue Pro 11



Fujitsu Lifebook T904



Lenovo m93p



HP Revolve 810



Panasonic ToughPad 4K

*"End users may literally **hug the IT guy** when he walks in with a beautiful 2 in 1 and it has all the security and manageability that he wants too."*

Forbes — Patrick Moorhead, 9/9/13

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Desktop Segmentation

DT Segmentation



Small Form Factor



All in One



Value



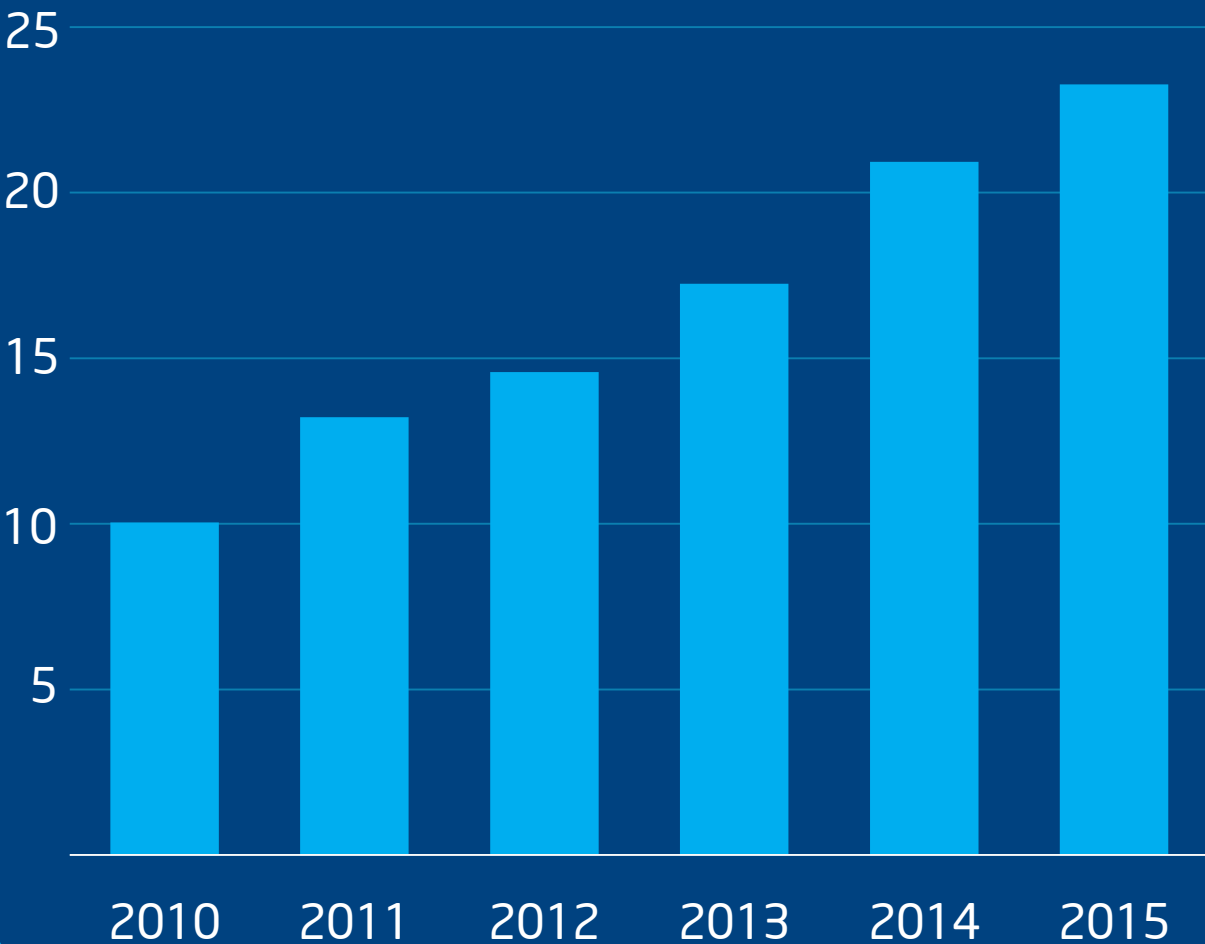
Business



Gaming

MU

All-in-One Volume



Source: IDC PC Tracker, November 2013"

Even the Desktop is Going Mobile!



Desktop



All in One



Portable All in One

New Consumer All in Ones



Stationary
Portable



Dell XPS 18

HP Envy Rove 20

Sony Tap 21

Lenovo Horizon 27

New Experiences

USER INTERFACE

Touch



Voice Assistance



3D Depth Camera



No Passwords



No Wires



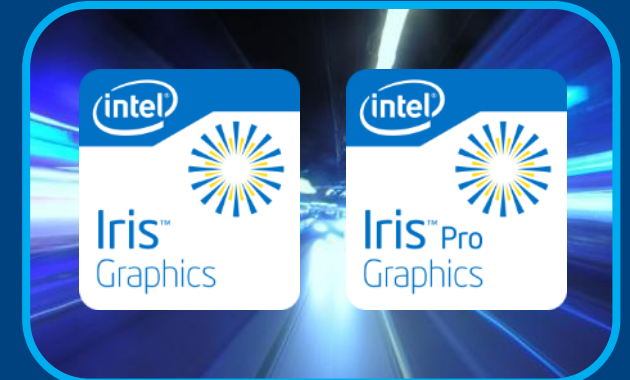
Amazing Battery Life



HD Displays



Intel® Iris™ Graphics



NO WIRES

STUNNING VISUALS

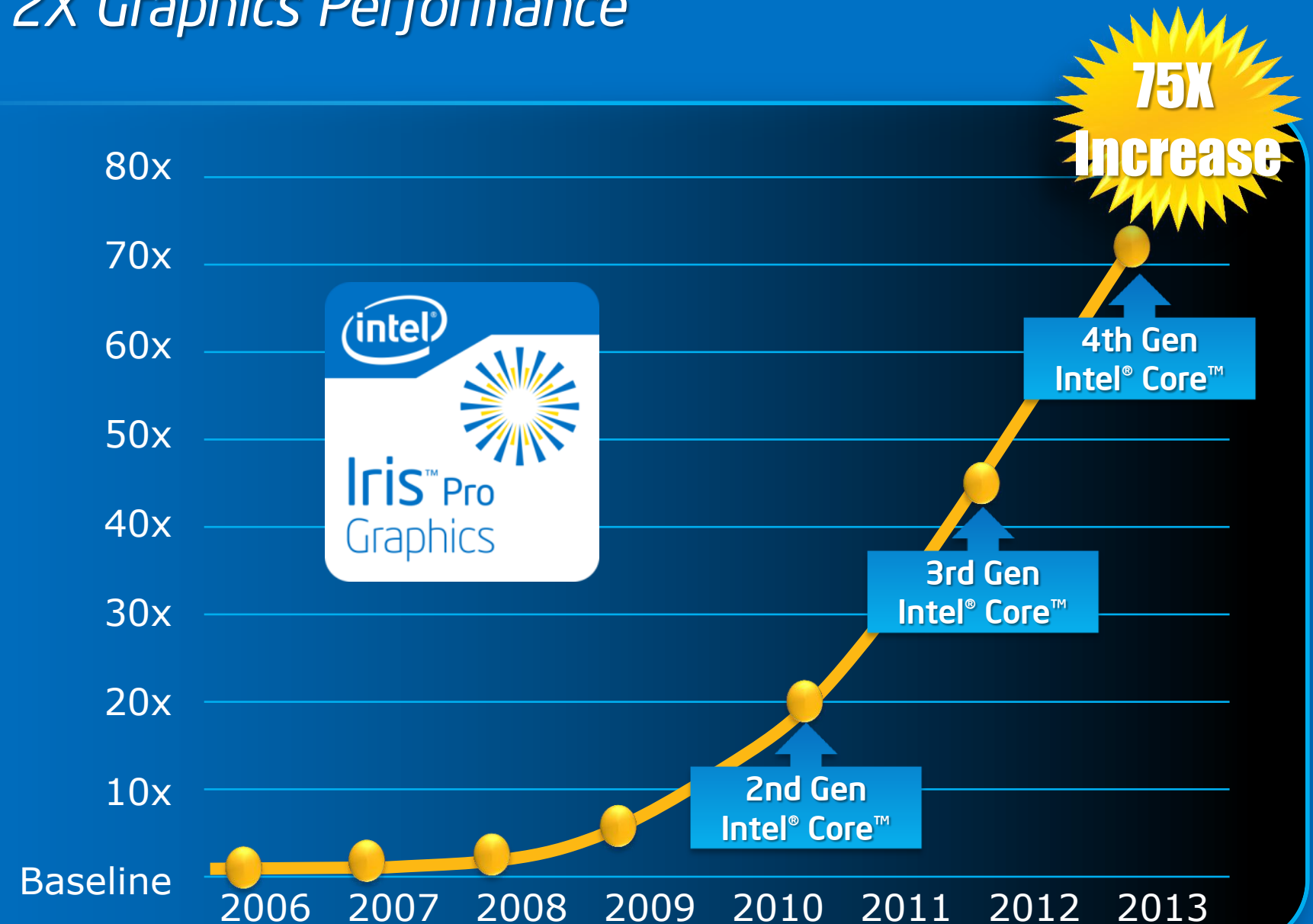
Intel® Iris™ Pro Graphics & Intel® Iris™ Graphics

Up to 2X Graphics Performance

"The combination of Intel's new Iris Pro graphics with Intel's fourth-generation Core CPUs represents a great step forward for PC gaming, bringing high-end graphics features and performance to laptops of all shapes and sizes."



Tim Sweeney, Founder, CEO and Technical Director,
Epic Games, Inc.





MacBook Pro



"Thinner, Lighter, FASTER"

9T@5Mac
APPLE INTELLIGENCE

*"Probably the biggest endorsement of
integrated graphics ever."*



Leadership Performance

Amazing Battery Life

Stunning Graphics

Executive Summary

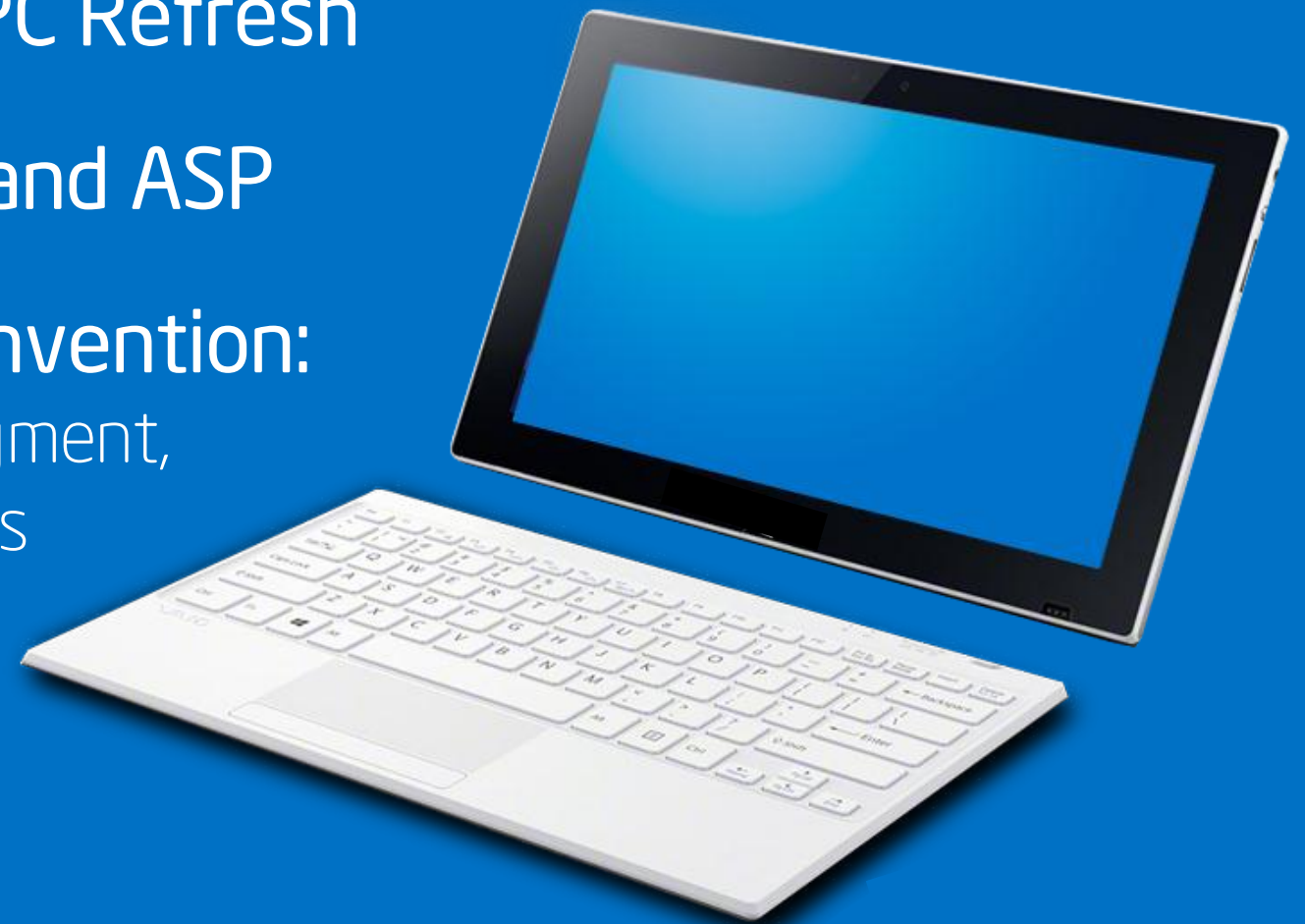
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The above statements and any others in this document that refer to plans and expectations for the fourth quarter, the year and the future are forward-looking statements that involve a number of risks and uncertainties. Words such as “anticipates,” “expects,” “intends,” “plans,” “believes,” “seeks,” “estimates,” “may,” “will,” “should” and their variations identify forward-looking statements. Statements that refer to or are based on projections, uncertain events or assumptions also identify forward-looking statements. Many factors could affect Intel’s actual results, and variances from Intel’s current expectations regarding such factors could cause actual results to differ materially from those expressed in these forward-looking statements. Intel presently considers the following to be the important factors that could cause actual results to differ materially from the company’s expectations. 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- Relative performance for each benchmark is calculated by taking the actual benchmark result for the first platform tested and assigning it a value of 1.0 as a baseline. Relative performance for the remaining platforms tested was calculated by dividing the actual benchmark result for the baseline platform into each of the specific benchmark results of each of the other platforms and assigning them a relative performance number that correlates with the performance improvements reported.
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Configurations and workloads

Configurations

1. Celeron® N2910 BYT 4.5W 1600/4C4T/2MB (No Turbo) ()LPDDR31066, Intel (520 Series) 120GB, SSD, 4eu@750 () (BIOS:115, Intel v.9.4.0.1016PV)
2. Core™ i3-4005U 13W HSW 1700/2C4T.SMT.On/3MB (No Turbo) WTM CRB Micron 8GB (2x4GB) DDR3-1600@, Intel (520 Series) 120GB SSD, GT2@950 (BIOS:115, Intel v.9.4.0.1016PV)

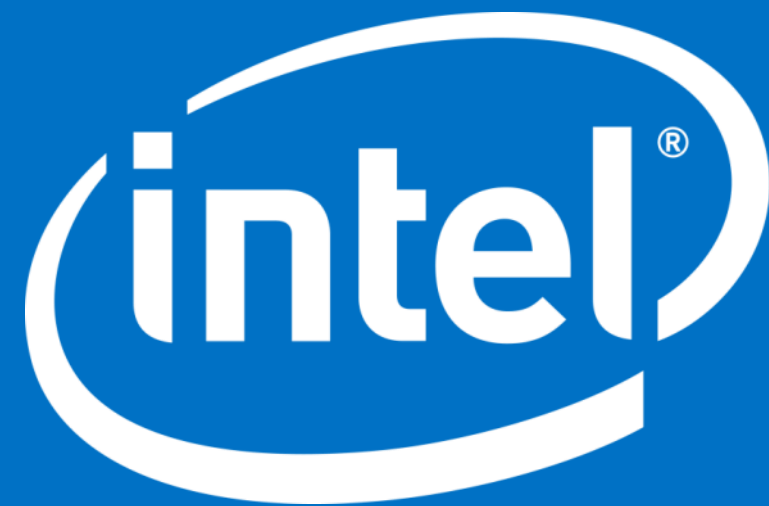
Workload descriptions

SYSmark* 2012 is a benchmark from the BAPCo* consortium that measures the performance of Windows* platforms.

TouchXPRT* 2013 is a benchmark from Principled Technologies* that measures the Windows* light media editing performance of Windows 8 and Windows RT devices.

3DMark* 1.1.0 is a benchmark from Futuremark* that measures DX 9 / OpenGL, DX 10 and DX 11 gaming performance.

GLBenchmark* 2.5.1 is a benchmark from Kishonti Informatics that measures OpenGL* ES 2.0 gaming performance.



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